

## CLAIMS

### What is claimed is:

1. A method of providing a location-blocking service comprising:  
obtaining identity information for a user operating a wireless communication device;  
obtaining location information for the user; and  
transferring the identity information for the user to a third party without disclosing the  
location information for the user to the third party.
2. The method of claim 1, further comprising charging a fee to the user for blocking the location  
information for the user from being disclosed to the third party.
3. The method of claim 1, wherein the third party is an advertiser desirous of sending an  
advertisement to the wireless communication device.
4. The method of claim 1, wherein obtaining the identity information for the user includes:  
requesting the user to provide information about the identity of the user; and  
storing the information about the identity of the user.
5. The method of claim 4, wherein requesting the user to provide the information about the  
identity of the user is performed when the user signs up for a communication service that  
allows the user to operate the wireless communication device.
6. The method of claim 4, wherein requesting the user to provide the information about the  
identity of the user is performed when the user signs up for the location-blocking service.
7. The method of claim 4, wherein storing the information about the identity of the user  
includes maintaining a database to store the identity information therein.

8. The method of claim 1, wherein obtaining the location information for the user includes:
  - monitoring one or more signals transmitted by the wireless communication device operated by the user; and
  - determining the location of the user based on an analysis of the one or more signals.
9. The method of claim 1, wherein obtaining the location information includes receiving the information about the location of the user supplied by the wireless communication device.
10. The method of claim 1, further comprising charging a fee to the third party for the identity information.
11. The method of claim 1, further comprising disclosing the location information for the user to an emergency service provider when the user requests emergency help.
12. The method of claim 1, further comprising allowing the user to unblock disclosure of the location information to the third party.
13. The method of claim 12, wherein the user unblocks disclosure of the location information over the Internet.
14. A method to provide information about identity of a user operating a wireless communication device, comprising:
  - obtaining identity information for the user;
  - identifying the location of the user of the wireless communication device; and
  - transmitting the identity information for the user to a subscriber desirous of
    - sending an advertisement to the wireless communication device, wherein the transmission of the identity information excludes disclosure of the location of the user.

15. The method of claim 14, further comprising charging a fee to the user for preventing the disclosure of the location of the user to the subscriber.
16. The method of claim 14, wherein obtaining the identity information for the user includes:  
obtaining from the user data about the identity of the user; and  
maintaining a record of the identity data obtained from the user.
17. The method of claim 16, wherein obtaining the data from the user is accomplished when the user signs up for a communication service that allows the user to operate the wireless communication device.
18. The method of claim 14, wherein identifying the location of the user includes:  
monitoring one or more signals transmitted by the wireless communication device; and  
determining the location of the user based on an analysis of the one or more signals.
19. The method of claim 14, further comprising charging a fee to the subscriber for supplying the identity information thereto.
20. The method of claim 14, further comprising disclosing the location of the user to an emergency service provider when the user requests emergency help.
21. The method of claim 14, further comprising allowing the user to unblock over the Internet the disclosure of the location of the user to the subscriber.